SUMMER PROMOTION '83

KRULL

Gottlieb

THE MOVIE
A $25 million fantasy adventure from Columbia Pictures.

THE VIDEO GAME
A new top-earning video game from Gottlieb.

THE PROMOTION
An exciting opportunity for operators to increase traffic and build profits.

KRULL

A TOP EARNING VIDEO GAME

Under development for the last 18 months, KRULL is Gottlieb's first movie-themed video game. Players can relive the movie's thrills in the video world of KRULL. Featuring five different and challenging adventures in one overall game, the player advances through several scenes, battling the Beast and his army.

Field-tested against top new and established revenue-collecting games at five locations for a total of 41 weeks, KRULL averaged $211/week in revenues.

Summarized below are sample collection reports showing KRULL's extremely strong earnings performance in three major markets:

ATLANTA

RANK	GAME	COLLECTIONS
1.	KRULL	$337
2.	Fax	$311
3.	Pole Position	$308
4.	Sinistar	$266
5.	Time Pilot	$263

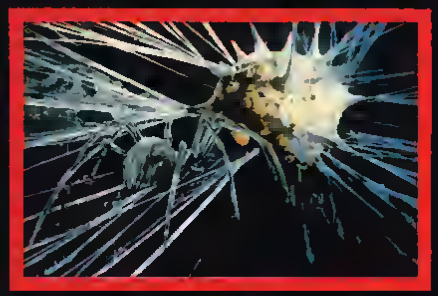
CHICAGO

RANK	GAME	COLLECTIONS
1.	Pole Position	$302
2.	KRULL	$249
3.	Sinistar	$208
4.	Arabian	$170
5.	Xevious	$153

MONTREAL

RANK	GAME	COLLECTIONS
1.	KRULL	$322
2.	Congo Bongo	$273
3.	Pole Position	$230
4.	Millipede	$216

With very heavy levels of advertising supporting the film's introduction, KRULL will be one of the best known new video games on the market this summer. You can benefit by having KRULL available at your location.



KRULL

COLUMBIA PICTURES' MAJOR SUMMER RELEASE

KRULL is a $25 million dollar fantasy adventure from Columbia Pictures, producers of TOOTSIE, GANDHI and BLUE THUNDER. Backed by a $6 million, four-week advertising blitz, KRULL will open in approximately 1500 first-run theatres beginning July 29th.

KRULL is a world deep in a far-away galaxy, a culture of myth and magic. The kingdoms of KRULL, in the past divided by wars, have united to battle the terrible enemy who seeks to dominate them...the Beast. He is a powerful dark force who has returned from KRULL's ancient past, determined to destroy all those who oppose him.

To create this special-effects epic, Columbia Pictures has assembled the industry's top talent, people who helped bring SUPERMAN and THE EMPIRE STRIKES BACK to the screen. Like those top-grossing films, KRULL will appeal primarily to young people under age 25, the most important demographic group for game operators.

KRULL

A MAJOR PROMOTI

The KRULL promotion is designed to increase summer traffic at participating locations. The promotion is a major local-market, advertising-supported program

HERE'S HOW IT WORKS:

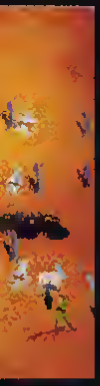
1 Jordache advertising directs the target audience to participating department store locations during August 1–August 10 to enter the Jordache treasure hunt promotion, which features a KRULL coin-op game as the grand prize.

2 At department store, Jordache distributes one coupon per custom for the period August 1–August 14, redeemable for two free plays on th KRULL coin-op game at participatir locations listed on the coupon.

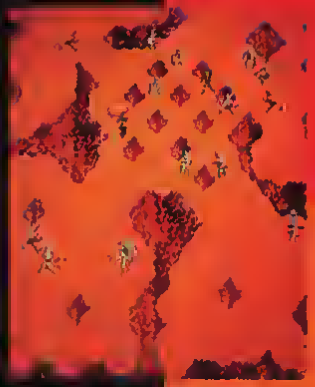
3 Coupons will be redeemable only a participating locations during the entire month of August (i.e., August 31). Participating operators will receive free KRULL posters from th Gottlieb distributor to give to the firs 200 KRULL coupon users.

Arm yourself by collecting the five blades of your weapon while dodging the avalanche of boulders.

roy the evil layers with glaive and escue your ands, who help you in er screens.



Protect your friends by placing them in the traveling hexagon that masks the entrance to the Fortress.



e black walls of nt hexagon are ble to your . Open the black ith your glaive and to face the Beast.

You must now battle the Beast. Avoid the fireballs and defeat him to rescue the Princess Lyssa.

ON EVENT

which brings together the resources of Columbia Pictures, Jordache, Gottlieb, and a leading department store chain in your area (see insert).

WHAT THE OPERATOR DOES:

1 Purchase one or more Gottlieb KRULL games for each participating location not later than Friday, July 15th. (Note: these are firm purchases; no equipment may be returned.)

2 Redeem each KRULL coupon presented between August 1–31 by providing two free plays on the KRULL coin-op game (coupon redemption is to be at operator's cost).

3 Distribute one free KRULL poster to each of the first 200 people who submit a KRULL free-play coupon during the period beginning August 1 and continuing until the supply of posters has been depleted.

Colorful poster is provided free for first 200 coupon-users.

PROMOTION DEADLINE
JULY 15

KRULL

Don't miss this opportunity to increase your location traffic this summer. Remember, Gottlieb's KRULL promotion means:

- **High-earning video game**
- **Free local advertising for your location**
- **Free give-away posters**

Call your local Gottlieb distributor today!

Gottlieb

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